



SIR40316

CERTIFICATE IV IN RETAIL MANAGEMENT

This course reflects the role of individuals who lead a frontline team and manage day-to-day operations of a retail store or department to implement and deliver on organisational objectives and standards. These individuals possess a range of highly developed sales and customer engagement skills with sound knowledge of product and service offerings. They work with independence, taking responsibility for their own functions and outputs.

Why should I take this course?

This course is designed for individuals who work in a diverse range of retail settings and allows you to build on existing retail knowledge and experience to provide you with the fundamental skills and knowledge to move into a managerial role. The completion of this course will enable individuals to be competent in handling the managerial and supervisory responsibility within a small retail shop, department within a larger retail store or small business-to-business outlet.

Who does this course target?

This course is designed for individuals who lead a frontline team and manage day-to-day operations of a retail store or department to implement and deliver on organisational objectives and standards.

How will it be delivered?

The NRA Retail Institute tailors each course to the individual or company, ensuring the delivery method is designed to provide optimal learning for all individuals. This includes the flexible offering of online, in-person and blended courses.

How long is the course?

The duration of the course will vary depending on the method of completion and any funding program requirements that may apply. For example, a classroom-based program may take from 6 to 8 weeks; a traineeship program may take from 6 months to 2 years. Most people complete this qualification within 6 to 12 months.

What jobs can this lead to?

Individuals with this qualification may be able to perform roles of similar nature to: assistant manager, store manager or supervisor of a retail store. You will not be confined to a particular setting, being able to work in a diverse range of retail settings including specialty retailers, supermarkets, department stores and quick service restaurants.

Are there any entry requirements?

Entry to this qualification is open to individuals who:

- have achieved a Certificate III in Retail

or

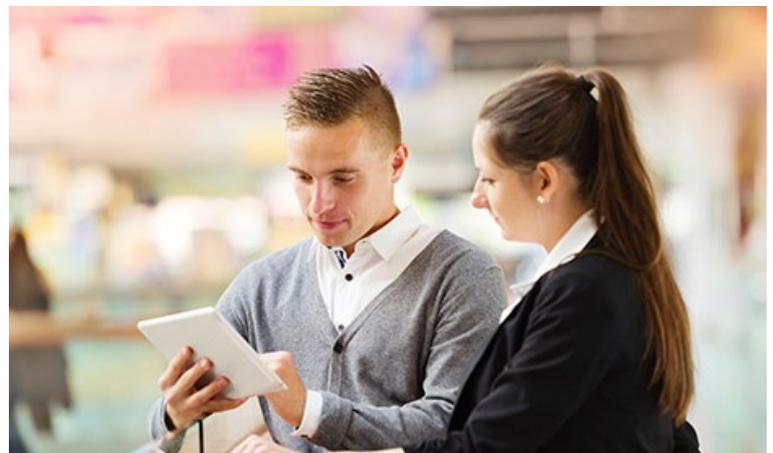
- have relevant industry employment experience in a job role that has involved the application of skills and knowledge described in core units of competency from the SIR30216 Certificate III in Retail.

A Language, Literacy and Numeracy [LLN] assessment is also required as part of the enrolment process. Where results show that additional support is needed, entry to the course will be reviewed on a case-by-case basis.

How am I assessed?

The assessment process will include the gathering of evidence to demonstrate the individuals' competence. The assessment requirements will be clearly advised at the beginning of each unit.

All required tasks must be completed to achieve competence within the specified unit.



What does the course cost?

Concession

\$500.00

To find out if you or your staff are eligible for a lower course cost based on government subsidies, contact the NRA Retail Institute team for further information.

Non-Concession

\$1,000.00

Our team are also able to check if you are eligible for other assistance programs and ensure you can be qualified at the most competitive price possible.

What do I need to complete to receive my Certificate IV?

11 units must be completed in total:

7 CORE UNITS

SIRRRTF002 - Monitor retail store financials

This unit describes the performance outcomes, skills and knowledge required to manage retail store financials by controlling costs, managing rosters and stock levels, and reviewing financial performance.

SIRXCEG004 - Create a customer-centric culture

This unit describes the performance outcomes, skills and knowledge required to manage and ensure the delivery of customer service standards and work with team members to improve customer experiences.

SIRXHRM002 - Maintain employee relations

This unit describes the performance outcomes, skills and knowledge required to maintain employee relations in the workplace and implement dispute and grievance procedures when employment related issues occur.

SIRXMGT002 - Lead a frontline team

This unit describes the performance outcomes, skills and knowledge required to lead and manage a frontline team by delegating work, monitoring performance and taking action to improve standards of performance.

SIRXRSK002 - Maintain store security

This unit describes the performance outcomes, skills and knowledge required to maintain store security in a retail environment.

SIRXSLS003 - Achieve sales results

This unit describes the performance outcomes, skills and knowledge required to drive the sales of products and services, and create a sales environment, to meet sales targets.

SIRXWHS003 - Maintain workplace safety

This unit describes the performance outcomes, skills and knowledge required to ensure organisational policies and procedures and legislative requirements are adhered to in the workplace by monitoring and coordinating workplace health and safety practices.

4 ELECTIVE UNITS

(choose at least 2 from this list)

BSBCUS401 Coordinate implementation of customer service strategies

This unit describes the skills and knowledge required to advise, carry out and evaluate customer service strategies.

SIRRFSA001 Handle food safely in a retail environment

This unit describes the performance outcomes, skills and knowledge required to handle food safely in the retail environment following organisational food safety procedures and relevant legislation and standard procedures. It meets the requirements of the Food Safety Supervisor role nationally.

4 ELECTIVE UNITS CONTINUED

(choose at least
2 from this list)

SIRRFSA002 Supervise a food safety program

This unit describes the performance outcomes, skills and knowledge required to monitor implementation of, and adherence to, a food safety program by coordinating corrective action to ensure compliance with food safety standards; providing support and guidance to team members; and making contributions to the improvement of the food safety program.

SIRRINV002 Control stock

This unit describes the performance outcomes, skills and knowledge required to process stock orders, maintain stock levels, minimise stock losses, manage stocktakes and maintain all documents that relate to the administration of any type of stock.

SIRXMKT003 Manage promotional activities

This unit describes the performance outcomes, skills and knowledge required to implement, manage and monitor promotional activities and determine effectiveness of promotional activities.

BSBSMB406 Manage small business finances

This unit describes the skills and knowledge required to implement and review financial management strategies on a regular basis.

IMPORTED ELECTIVES

(choose up to 2
from this list)

BSBLED501 Develop a workplace learning environment

This unit describes the skills and knowledge required to encourage and support the development of a learning environment in which work and learning come together. Particular emphasis is on the development of strategies to facilitate and promote learning and to monitor and improve learning performance.

SIRXMGT003 Provide leadership to others

This unit describes the performance outcomes, skills and knowledge required to lead others to deliver the organisational vision through the development of performance plans and demonstration of leadership behaviours.

BSBWOR501 Manage personal work priorities and professional development

This unit describes the skills and knowledge required to create systems and process to organise information and prioritise tasks.

BSBLDR503 Communicate with influence

This unit describes the skills and knowledge required to present and negotiate persuasively, lead and participate in meetings and make presentations to customers, clients and others.

BSBLDR501 Develop and use emotional intelligence

This unit covers the development and use of emotional intelligence to increase self-awareness, self-management, social awareness and relationship management in the context of the workplace.

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"Very motivational. It was a great session and the trainer kept the material simple, fresh and interesting. I know this will help me to run my store more effectively. It was an excellent program which taught me how to refocus my sales team by focusing on the sales performance of each individual."

Store Manager

*Photo does not reflect the individual who gave this testimonial.



Why the NRA Retail Institute?

The NRA Retail Institute's training services are delivered by highly trained and qualified in-house staff with combined decades of experience and industry knowledge. Our approach is flexible and cost-effective, working closely with individuals to determine eligibility for funding options and recognition of prior learning to ensure you are always getting the most value for money.

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